

**Listing of Claims:**

1-152. (canceled)

153. (currently amended) A method for enhancing game play on a gaming machine, the method comprising:

receiving a promotional award having no cash or game credit value from the player, wherein the promotional award is configured to change one or more rules of the game by adding add one or more game features to a game thereby altering the game from a base game state to an enhanced game state, wherein the game features are additional pay lines to the game, additional winning indicia for the game, a secondary game trigger, or any combination thereof;

determining whether the promotional award is applicable to the game on the gaming machine; and

reconfiguring the game from the base state to the enhanced state in response to the promotional award.

154. (previously presented) The method of claim 153, wherein the promotional award includes time restriction data having a predetermined, fixed expiration date for the promotional award.

155. (previously presented) The method of claim 153, wherein the promotional award includes location restriction data that restricts use of the promotional award to a predetermined location or a predetermined set of locations.

156. (previously presented) The method of claim 153, wherein the promotional award includes gaming device restriction data that restricts use of the promotional award to a particular game, a set of related games, a family of games, or a predetermined subset of games.

157. (canceled)

158. (previously presented) The method of claim 153, wherein reconfiguring the at least one game further comprises providing a new pay table for the game in response to the promotional award.

159. (previously presented) The method of claim 153, wherein reconfiguring the at least one game further comprises applying a multiplier to any winning outcomes of the game.

160. (previously presented) The method of claim 153, further comprising issuing a promotional award to the player during a gaming session.

161. (previously presented) The method of claim 153, further comprising issuing a promotional award to the player at the conclusion of a gaming session.

162. (currently amended) A method for enhancing game play on a gaming machine, the method comprising:

receiving player input that includes promotional data, wherein the promotional data has no cash or game credit value and is configured to change one or more rules of the game by adding add one or more game features thereby altering the game from a base game state to an enhanced game state, wherein the game features are additional pay lines to the game, additional winning indicia for the game, a secondary game trigger, or any combination thereof;

determining whether the promotional data is applicable to the game on the gaming machine; and

reconfiguring the game in response to the promotional data.

163. (previously presented) The method of claim 162, wherein receiving player input further comprises:

accepting player identification; and

retrieving new promotional data that is associated with the player identification.

164. (previously presented) The method of claim 162, wherein the promotional award includes time restriction data having a predetermined, fixed expiration date for the promotional award.

165. (previously presented) The method of claim 162, wherein the promotional award includes location restriction data that restricts use of the promotional award to a predetermined location or a predetermined set of locations.

166. (previously presented) The method of claim 162, wherein the promotional award includes gaming device restriction data that restricts use of the promotional award to a particular game, a set of related games, a family of games, or a predetermined subset of games.

167. (canceled)

168. (previously presented) The method of claim 162, wherein reconfiguring the at least one game further comprises providing a new pay table for the game in response to the promotional award.

169. (previously presented) The method of claim 162, wherein reconfiguring the at least one game further comprises applying a multiplier to any winning outcomes of the game.

170. (previously presented) The method of claim 162, further comprising issuing a promotional award to the player during a gaming session.

171. (previously presented) The method of claim 162, further comprising issuing a promotional award to the player at the conclusion of a gaming session.